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(71) Applicant: **Harrah's Operating Company, Inc.  
Memphis, TN 38117 (US)**

(72) Inventors:  
• **Stanley, Tim  
Henderson, Nevada 89052 (US)**

- **Reeves, Timothy J.  
Overland Park, Kansas 66223 (US)**
- **Parks, Ben  
Las Vegas, Nevada 89123 (US)**
- **Norton, David  
Las Vegas, Nevada 89145 (US)**

(74) Representative:  
**McLeish, Nicholas Alistair Maxwell et al  
Boult Wade Tennant  
Verulam Gardens  
70 Gray's Inn Road  
London WC1X 8BT (GB)**

### (54) Rules-based, targeted redeemable comp generation and management

(57) A rules-based comps management system generates comps for patrons by targeting patrons and/or certain patron activity. In an embodiment, the system facilitates multiple, simultaneous comps promotions, each comps promotion definable to apply to a single location, a plurality of locations, or all of an enterprise's locations. Using patron activity data, the system generates comps in one or more promotions according to each promotion's rules. The system tracks comps as patrons earn and redeem them.

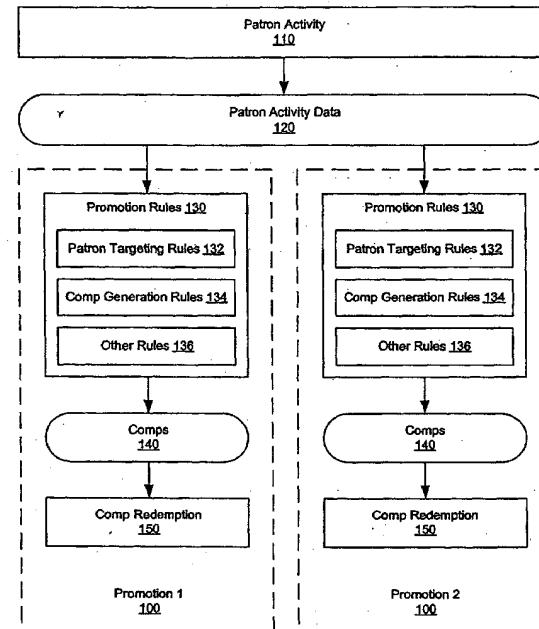


Fig. 1



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## DECLARATION

Application Number

which under Rule 45 of the European Patent Convention EP 03 25 2074  
shall be considered, for the purposes of subsequent  
proceedings, as the European search report

<p>The Search Division considers that the present application, does not comply with the provisions of the EPC to such an extent that it is not possible to carry out a meaningful search into the state of the art on the basis of all claims</p> <p>Reason:</p> <p>A meaningful search is not possible on the basis of all claims because all claims are directed to Schemes, rules and methods for doing business and/or to Mental Acts (Article 52 (2)(c) EPC). The claims relate to subject matter for which no search is required according to Rule 45 EPC. Given that the claims are formulated in terms of such subject-matter or merely specify commonplace features relating to its technical implementation, the search examiner could not establish any technical problem which might potentially have required an inventive step to overcome. Hence it was not possible to carry out a meaningful search into the state of the art (Guidelines Part B, Chapter VIII,1-6).</p> <p>The applicant's attention is drawn to the fact that a search may be carried out during examination following a declaration of no search under Rule 45 EPC, should the problems which led to the declaration being issued be overcome (see EPC Guideline C-VI, 8.5).</p> <p style="text-align: center;">---</p> <p style="text-align: center;">-----</p>		<p><b>CLASSIFICATION OF THE APPLICATION (Int.Cl.7)</b></p> <p>G06F17/60</p>
<p>Place of search                      Date                      Examiner</p> <p>MUNICH                              11 December 2003              Aguilar, J.M.</p>		